## Brandprefs.xlsx

### Hypothesis 1: Brand Preference Comparison Hypothesis

H0 (Null Hypothesis): There is no significant difference in brand preference for brands A and B between the two demographic areas.

H1 (Alternative Hypothesis): There is a significant difference in brand preference for brands A and B between the two demographic areas.

## Designs.xlsx

### Hypothesis: Optimal Container Design Selection Hypothesis

H0 (Null Hypothesis): There is no significant difference in the number of items sold between Container Design 1 and Container Design 2 for the kitchen cleaning product.

H1 (Alternative Hypothesis): There is a significant difference in the number of items sold between Container Design 1 and Container Design 2 for the kitchen cleaning product.

## Diets.xlsx

### Hypothesis: Effectiveness Comparison of Diet A vs. Diet B

H0 (Null Hypothesis): There is no significant difference in the weight losses achieved between Diet A and Diet B.

H1 (Alternative Hypothesis): There is a significant difference in the weight losses achieved between Diet A and Diet B.

## Heather.xlsx

### Hypothesis: Disparity in Species Prevalence between Heathland Locations A and B

H0 (Null Hypothesis): There is no significant disparity in the prevalence of the target species between heathland locations A and B.

H1 (Alternative Hypothesis): There is a significant disparity in the prevalence of the target species between heathland locations A and B.

## Superplus.xlsx

### Hypothesis 2: Gender Pay Disparity Hypothesis

H0 (Null Hypothesis): There is no significant pay disparity between male and female cardholders of the "Superplus Diamond" card.

H1 (Alternative Hypothesis): Male cardholders of the "Superplus Diamond" card have a higher pay scale compared to female cardholders.